

Agency: Commerce, Community and Economic Development**Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Alaska School Activities Association****Federal Tax ID: 92-0116510****Project Title:**

Alaska School Activities Association - Substance Abuse Education & Prevention Program

State Funding Requested: \$ 325,000**House District: Statewide (1-40)**

One-Time Need

Brief Project Description:

Request would fund the development, design and implementation of the ASAA's "Playing for Keeps, Winning for Life" program. The program is designed to educate students about the association's no tolerance policies concerning the use of tobacco, alcohol and other controlled substances.

Funding Plan:**Total Cost of Project: \$325,000**Funding Secured

Amount FY

Other Pending Requests

Amount FY

Anticipated Future Need

Amount FY

There is no other funding needed

Detailed Project Description and Justification:

The ASAA has a concern about the rate of tobacco, alcohol and controlled substance abuse among high school aged students. As a part of their strategic plan of action, ASAA proposes to influence the norms and values of underage students around the use of these items by implementing a no tolerance policy for students that participate in athletics and activities. The goal is to provide High School students with the tools and skills to help them transform conditions for a better tomorrow.

The Alaska School Activities Association is requesting a one-time grant of \$325,000 for the purpose of designing and developing the "Playing for Keeps, Winning for Life" program. The funds will also cover intervention distance delivered curriculum targeting high school aged students. The program plan includes:

1. A mandatory orientation and info session for parents and students at the beginning of each season of activities
2. A mandatory online educational course for policy offenders and parents in order to return to playing status
3. Additional session for parents, coaches and teachers as a resource

Project Timeline:

FY09

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Alaska School Activities Association

Grant Recipient Contact Information:

Contact Name: Gary Matthews, Executive Director
Phone Number: (907) 563-3723
Address: 4048 Laurel Street, Suite 203, Anchorage, AK 99508
Email: garym@asaa.org

Has this project been through a public review process at the local level and is it a community priority? ☐ Yes ☒ No



4048 Laurel Street, Suite 203, Anchorage, AK 99508
PHONE: 563-3723

www.asaa.org

Playing for Keeps, Winning for Life

An initiative designed to stem the increasing abuse of tobacco, alcohol and controlled substances among high school students in Alaska. Our goal is to provide high school students with the tools and skills to help them transform conditions for a better tomorrow.

Alaska School Activities Association (ASAA) has a concern about the rate of tobacco, alcohol and controlled substance abuse among high school aged students. As a part of their strategic plan of action, ASAA proposes to influence the norms and values of underage students around the use of tobacco, alcohol and controlled substances by the implementation of a no tolerance policy for students that participate in athletics and activities thereby contributing to the reduction of the number of motor vehicle accidents, suicides, teen pregnancy, criminal acts, and other health issues related to abuse of substances.

ASAA is pleased to present a proposal to the legislature for the purpose of providing funding for our *Playing for Keeps, Winning for Life* program. We are requesting a one time grant of \$325,000 for the purpose of design and development of the program. It will also include intervention distance delivered curriculum targeting high school aged students. The program plan includes:

- a mandatory orientation and information session for parents and students at the beginning of each season of activity
- a mandatory online educational course for policy offenders and parents in order to return to playing status
- additional sessions for parents, coaches and teachers as a resource

The program plan will develop these materials in an interactive media format delivered through web based, CD-ROM OR DVD video services to ensure consistency and equal access to all locations around the state of Alaska. Because ASAA serves 70% of high school students, the ASAA Board believes it can have substantial influence on the young people of Alaska. Through the educational component of the plan, ASAA can contribute to the goals of improved mental and physical health of Alaska's high school students.

Budget

Estimated cost for design and development is **\$325,000**. The cost to include:

- Interactive project management
- Development, Design & Programming
- Focus group, Launch & Training
- Writer/Producer
- Video production and editing
- CD_ROM or DVD-Video Development
- Architecture & Documentation

The project is broken down into three phases for implementation.

Phase 1

\$ 65,000

Build electronic infrastructure for accountability and reporting

Develop Pre-participation Orientation DVD for students and parents

Phase 2

\$110,000

Develop first offenders educational course (60-90 minutes of interactive media)

Develop second offenders course

Phase 3

\$150,000

Develop third offender intervention and referral resources

Design and develop support materials for parents, coaches and teachers

The goal is to prevent the onset of substance abuse at early ages and influence norms and values related to high risk behaviors. Research is clear about the benefit of delaying the use and abuse of alcohol and other substances. Early intervention is a critical component of a good physical and mental health program. That alone makes the project compelling and urgent. As noted, the cost of development of this type of course is substantial. However, once developed it is sustainable for many years. Per capita expenditure is another way to look at the cost. ASAA serves approximately 30,000 high school students a year. That breaks down to about \$9-\$11 per child. Given the costs to the State of substance abuse, this is a *wise investment*.

ASAA is a statewide nonprofit organization established to direct, develop and support Alaska's high school interscholastic sports, academic and fine arts activities. ASAA serves approximately 70% of Alaska high school students in the various activities that are supervised by the organization.

The organization is responsible for providing consistent enforcement of its rules across Alaska. Because of the varying commitment to local school policies around the use of substances, not all athletes and activity participants have a level playing field. Up to this point individual school districts have been responsible for the enforcement of their policies, resulting in inconsistencies around the state. In addition, communities have a disparity of resources available for parent and community education and intervention. By requiring the students to follow the ASAA policy, a consistent and significant no tolerance statement will be made to all Alaskan students and their parents. The program will provide educational services to rural communities via interactive web based educational programs so all students and parents have access to the information.

Thank you for your consideration of our project. We feel that an investment in *Playing for Keeps, Winning for Life* is crucial to the future of Alaska, *our high school students*.

For more information please contact:

Gary Matthews, ASAA Executive Director

Email: garym@asaa.org

Phone: 907-563-3723

Teresa Johnson, Project Coordinator

Email: teresaj@acsalaska.net

Phone: 907- 348-0566

Jim Hickerson, Region 1 ASAA representative

Email: jhickerson@bssd.org

Phone: 907-624-4261